

## Message Text

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ACTION CU-04

INFO OCT-01 EA-09 ISO-00 /014 W

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R 050930Z MAR 76 ZDK CTG TAIPEI SVC 0000

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 5854

USIA WASHDC

INFO AMCONSUL HONG KONG

AMEMBASSY TAIPEI

AMEMBASSY MANILA

AMEMBASSY TOKYO

AMEMBASSY CANBERRA

UNCLAS SEOUL 1679

E.O. 11652: N/A

TAGS: OEXC, KS

SUBJECT: CULTURAL PRESENTATION: CONTEMPORARY CHAMBER ENSEMBLE

SUMMARY: CONTEMPORARY CHAMBER ENSEMBLE PRESENTS FIRST  
CONTEMPORARY MUSIC CONCERT EVER AT NATIONAL THEATER, PROVES  
HIGHLIGHT OF OPENING SPRING MUSICAL SEASON.

1. CONTEMPORARY CHAMBER ENSEMBLE WAS MAJOR SUCCESS IN  
STARTING OFF SPRING MUSICAL SEASON IN KOREA, PLAYING BEFORE  
CAPACITY AUDIENCE OF 1500 AT NATIONAL THEATER. VIRTUALLY ALL  
CONTEMPORARY MUSIC COMPOSERS AND NOTED PROFESSIONAL MUSICIANS  
ATTENDED PERFORMANCE AS WELL AS RECEPTION AT AMBASSADOR'S  
RESIDENCE IMMEDIATELY FOLLOWING. THEY, AS WELL AS WE, WERE  
PLEASANTLY SURPRISED AT TURNOUT AND ENTHUSIASTIC RESPONSE TO  
SUCH "FAR OUT" PROGRAM BY TRADITION-STEPPED KOREAN AUDIENCE.

2. WHILE CONCERTS OF CLASSICAL MUSIC ARE WELL ATTENDED IN  
KOREA, EMPHASIS IS ON MOZART AND "THREE B'S". THIS WAS FIRST  
CONTEMPORARY MUSIC CONCERT EVER STAGED AT NATIONAL THEATER.  
ALL CONCERNED KEPT FINGERS CROSSED. INITIAL DISAPPOINTING  
TICKET SALE PORTENDED DISASTER. MUSIC DIRECTOR OF COSPONSORING  
FM RADIO STATION AT FIRST REFUSED TO AIR CCE RECORDS BECAUSE  
"LISTENERS WOULD TURN DIAL TO COMPETING STATION WITHIN TWO  
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MINUTES." HE WAS PREVAILED UPON, WHILE CONCURRENTLY POST

MADE ALL-OUT PUBLICITY EFFORT IN PRESS AND ON TV, PLACED POSTERS ALL STRATEGIC LOCATIONS INCLUDING HUGE BILLBOARD OVER MAIN STREET LEADING TO CITY HALL. RESULT WAS SELLOUT, MUSICAL COGNOSCENTI SUBSEQUENTLY EXPRESSED AMAZEMENT AT POWER OF PUBLICITY.

3. TWO MINOR NEGATIVE POINTS. MUSICIANS PERFORMED IN BUSINESS SUITS AS THEY REGULARLY DO IN U.S. WOULD HAVE BEEN BETTER HAD THEY APPEARED IN FORMAL DRESS AS DO ALL KOREAN AS WELL AS FOREIGN PERFORMERS. PHOTOS AND BIO DATA ON INDIVIDUAL CCE MEMBERS NEVER RECEIVED DESPITE EARLY REQUESTS FOR SAME. THIS WOULD HAVE HELPED IN ADVANCE PUBLICITY.

4. CCE ITSELF EXTREMELY TALENTED, DEDICATED AND PROFESSIONAL GROUP. THOUGH ALL EXPRESSED DESIRE TO SEE SEOUL AND WE HAD ARRANGED TWO-HOUR SIGHTSEEING TRIP, THEY AGREED FOREGO THIS TO SQUEEZE IN TWO LENGTH REHEARSALS ON DAY OF PERFORMANCE. THEY WORKED HARD AND PERFORMED WELL. CONDUCTOR WEISBERG A PLEASURE TO WORK WITH. POST WOULD WELCOME OPPORTUNITY PROGRAM GROUP AGAIN FOR LONGER PERIOD.  
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**Subject:** ULTRAL PRESENTATION: CONTEMPORARY CHAMBER ENSEMBLE SUMMARY: CONTEMPORARY CHAMBER ENSEMBLE PRESENTS FIRST  
**TAGS:** OEXC, KS  
**To:** STATE  
USIA  
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